

# DESIGN THINKING

TO SPARK INNOVATION &  
BUILD PROTOTYPES



## COURSE LEADER: **SEELAN V. KARTHI**

- Certified Training Professional accredited jointly by Asian Region of Training & Development Organization (Philippines) and Institute of Training Development (Malaysia).
- Certified Innovation Professional Level 1 accredited by Amazon Web Services.
- Certified Six Sigma Green Belt and Certified Dell Brand Champion both accredited by Dell Inc.
- Certified Trainer by the Human Resources Development Fund, Malaysia.

MISSION: TRANSFORMING LEADERS AND CHANGING THE WORLD FOR THE BETTER

# INTRODUCTION | REALITY OF THINGS

Individuals, entrepreneurs and organizations today are competing in a highly volatile, uncertain, complex and ambiguous (VUCA) world.

- Are you ready to embrace these changing conditions?
- How nimble are you to encounter this reality of haziness?
- Where are you in terms of relevance and agility in this fast-paced world?
- Are your products and solutions meeting the customers unmet needs?
- Have your employees been able to design creative products and solutions?
- Are you sure your creative solutions will yield great ROI?
- Do you know the way to lead in a VUCA world?

One way to lead is to innovate and not imitate. As Steve Job's once quoted, "**Innovation is the only way to win**". Hence, this highly interactive and hands-on workshop will reignite the individual's inner potential to imagine, ideate and innovate creative products and solutions to stay competitive and the same time take advantage of the growth potential.



## BENEFITS OF BUILDING A PROTOTYPE

Prototyping is for you to swiftly and affordably demonstrate to end-users, your internal team, or stakeholders on how your solution will work apart from look and feel and also how users would interact and experience it.

The errors identified from lo-fi prototypes are far less expensive and time consuming as compared to feedback gathered from users during actual development.

There are various reasons to prototyping however some of the key benefits are:

- **Failing early and inexpensively** to eliminate concepts or designs that do not work and focus on solutions that do.
- **Gathering more precise requirements through user experience**, especially from behaviours, emotional needs and their job functions, for refining towards a final design.
- Understanding the problem to address both the known and unknown challenges of the product or solution's design and **to refine it to a more value added working design**.
- **Encourages collaboration** as like minded designers with strong opinions will conduct several iterations of the features and functionalities with users to examine trade-offs of each approach in making correct design decisions.
- **Increase the chances** to secure funding by proving your concept. Consistently improving towards a working prototype increases the probability for initial funding for your idea.
- **First steps towards innovation is to just build or design prototypes** (i.e. product, services or process) and thereafter to potentially consider filing for patent for the final prototype if the invention is novel, involves inventive steps and/or is industrially applicable.

## LEARNING OBJECTIVES

**At the end of the 2-day program, participants will be able to;**

- Apply Creative Design Thinking methodology;
- Design actual lo-fi creative prototypes to solve user's unmet needs at your workplace with ease.

## WHAT YOU WILL LEARN :

- Discover ways to build up courage to think differently and creatively.
- Apply Design Thinking methodology for new creative innovations.
- Be human centred in understanding user or business problems.
- Identify wicked problems based on users' pains points and goals.
- Propose a range of creative ideas as solutions for the problem.
- Design and/or build actual prototypes to be tested by the users.
- Formulate an action plan to apply Creative Design Thinking with ease.

# COURSE OUTLINE

## Module 1: Principles of Design Thinking

- Understand if you are a Creative Thinker or Critical Thinker.
- Appreciate the benefits and importance of Design Thinking.
- Recognize qualities of great Design Thinkers and Innovators of today's world.
- Activity: Games, Group Activity, Group Discussion and Facilitation

## Module 2: Creativity, Innovation and Design Thinking Methodology

- Reignite the creativity within you that will shape the future.
- Discover the adoption of real innovation using Facebook and Apple Case Studies.
- Understand Design Thinking Methodology for Innovation.
- Activity: Case Studies, Videos, Group Discussion and Facilitation
- Case Study:
  - 1) How Facebook was launched and grew in business to 2.2 Billion monthly active users (as at Jan 2018) in relation to the Innovation Adoption Curve?
  - 2) What was Apple's main Design Thinking and Innovation strategy that made it one of the most valuable public traded company in history?

## Module 3: Persona – Being human centric and caring

- Understand the definition of Persona.
- Appreciate the importance to care about the users in today's business world.
- Develop a customer persona which include their frustrations, behaviours and goals.
- Activity: Group Activity, Group Discussion and Facilitation

## Module 4: Problem – Identifying the right issue

- Understand the definition of Problem.
- Recognise the importance to frame the right user challenge and pain.
- Discover the user's problem that needs to be solved.
- Activity: Group Activity, Group Discussion and Facilitation

## Module 5: Ideate – Generating a range of creative solutions

- Understand the definition of Ideate.
- Discover the importance to generate widest range of solutions.
- Generate ideas and discover solution(s) using a hypothesis method.
- Activity: Group Activity, Group Discussion and Facilitation

## Module 6: Prototype – Build to think and learn

- Understand the definition of Prototype.
- Comprehend the importance to building a real prototype as innovators.
- Experience building actual innovative lo-fi prototypes fast and with minimal cost.
- Activity: Group Exercise, Group Discussion and Facilitation

## Module 7: Pivot or Persevere – Validate the solution and refine

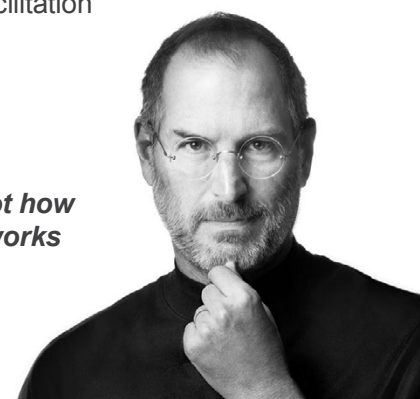
- Understand the definition of Pivot and Persevere.
- Recognize the importance to learn about the solution from the users.
- Experience validating prototypes from the user for learning and refinement.
- Activity: Exercise, Group Discussion and Facilitation

## Module 8: Personal Creative Design Thinking Action Plan

- Create your own customer persona.
- List a plan and the resources needed to build a lo-fi prototype and experiment for validation.
- Activity: Exercise and Facilitation

*Design Thinking is not how it looks, it is how it works*

Steve Jobs



## COURSE LEADER PROFILE: SEELAN V. KARTHI

Seelan V. Karthi is a full time professional corporate trainer, coach, speaker and consultant. He has coached and trained, students, graduates, non-executive level to senior managers with the purpose to make them better individuals in what they do best and how they contribute back to society. He has more than 18 years of work and project experience in various industries namely semiconductors, academia, research and development, IT,

telecommunications, BPO, media and broadcasting, investment holdings, omni-channel shopping, manufacturing, insurance, FMCG, banking and automobile in Penang, Manila and Kuala Lumpur. He has held various managerial positions with the last being Sr. Assistant Vice President & Head of Customer Experience and Management.

In 2007, he was awarded Most Valuable Player Award by Dell Inc and thereafter was promoted numerous times for this excellent contribution before being awarded again with the Silver Award for Outstanding Performance also by Dell Inc. in 2011.



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